

Serial Number: 09/915,982

Docket Number: 10002421-1

IN THE CLAIMS:

1. (Original) A method for formatting a publication, comprising the steps of:
 associating a content item with a publication in the server;
 identifying a presentation platform from a number of potential presentation platforms; and
 generating an output file in the server including the content item in a digital format recognizable by the presentation platform.
2. (Original) The method of claim 1, wherein the step of identifying a presentation platform from a number of potential presentation platforms further comprises the step of parsing a received publication request to identify the presentation platform contained therein.
3. (Original) The method of claim 1, further comprising the step of receiving a publication request, wherein the request identifies the publication and the presentation platform.
4. (Original) The method of claim 1, further comprising the step of transmitting the output file to a client device to be presented via the presentation platform.
5. (Original) The method of claim 1, wherein the step of associating a content item with a publication in the server further comprises the steps of:
 identifying a publication identifier in a received publication request; and
 searching a content database for the content item based upon the publication identifier.

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6. (Currently Amended) The method of claim 1, wherein the step of generating an output file in the server including the content item in a digital format recognizable by the presentation platform further comprises the steps of:

generating at least one a intermediate file, wherein the content item is associated with the intermediate file; and ~~including the content item;~~ and

transforming the at least one intermediate first file into the output file, a second file, ~~the second file including the content item in the format recognizable by the presentation platform.~~

7. (Original) The method of claim 1, wherein the step of associating one of a number of presentation platforms with a publication further comprises the step of receiving a publication request, the publication request including a presentation platform identifier associated with the presentation platform and a publication identifier associated with the publication.

8. (Currently Amended) The method of claim 6, wherein the step of generating the at least one a intermediate file ~~including the content item~~ further comprises the step of populating the content item into the at least one intermediate file.

9. (Original) The method of claim 7, further comprising the step of obtaining the content item from a content storage database in the server based upon the publication identifier in the publication request.

10. (Original) A system for formatting a publication, comprising:
means for associating a content item with a publication in the server;
means for identifying a presentation platform from a number of potential presentation platforms; and
means for generating an output file in the server including the content item in a digital format recognizable by the presentation platform.

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11. (Original) The system of claim 10, wherein the means for identifying a presentation platform from a number of potential presentation platforms further comprises means for parsing a received publication request to identify the presentation platform contained therein.

12. (Original) The system of claim 10, further comprising means for receiving a publication request, wherein the request identifies the publication and the presentation platform.

13. (Original) The system of claim 10, further comprising means for transmitting the output file to a client device to be presented via the presentation platform.

14. (Original) The system of claim 10, wherein the means for associating a content item with a publication in the server further comprises:

means for identifying a publication identifier in a received publication request; and

means for searching a content database for the content item based upon the publication identifier.

15. (Currently Amended) The system of claim 10, wherein the means for generating an output file in the server including the content item in a digital format recognizable by the presentation platform further comprises:

means for generating at least one intermediate file, wherein the content item is associated with the intermediate file; and including the content item; and

means for transforming the at least one intermediate first file into the output file. ~~a second file, the second file including the content item in the format recognizable by the presentation platform.~~

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16. (Original) The system of claim 10, wherein the means for associating one of a number of presentation platforms with a publication further comprises means for receiving a publication request, the publication request including a presentation platform identifier associated with the presentation platform and a publication identifier associated with the publication.

17. (Currently Amended) The system of claim 15, wherein the means for generating the at least one a intermediate file ~~including the content item~~ further comprises means for populating the content item into the at least one intermediate file.

18. (Original) The system of claim 16, further comprising means for obtaining the content item from a content storage database in the server based upon the publication identifier in the publication request.

19. (Original) A system for formatting a publication, comprising:
a processor coupled to a local interface;
a memory coupled to the local interface;
publication distribution logic stored on the memory and executable by the processor, the publication distribution logic comprising:
logic to associate a content item with a publication in the server;
logic to identify a presentation platform from a number of potential presentation platforms; and
logic to generate an output file in the server including the content item in a digital format recognizable by the presentation platform.

20. (Original) The system of claim 19, wherein the logic to identify a presentation platform from a number of potential presentation platforms further comprises logic to parse a received publication request to identify the presentation platform contained therein.

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21. (Original) The system of claim 19, wherein the publication distribution logic further comprises logic to receive a publication request, wherein the request identifies the publication and the presentation platform.

22. (Original) The system of claim 19, wherein the publication distribution logic further comprises logic to transmit the output file to a client device to be presented via the presentation platform.

23. (Original) The system of claim 19, wherein the logic to associate a content item with a publication in the server further comprises:
logic to identify a publication identifier in a received publication request;
and
logic to search a content database for the content item based upon the publication identifier.

24. (Currently Amended) The system of claim 19, wherein the logic to generate an output file in the server including the content item in a digital format recognizable by the presentation platform further comprises:
logic to generate at least one a intermediate file including the content item; and
logic to transform the at least one intermediate ~~first~~ file into the output file, ~~a second file, the second file including the content item in the format recognizable by the presentation platform.~~

25. (Original) The system of claim 19, wherein the logic to associate one of a number of presentation platforms with a publication further comprises logic to receive a publication request, the publication request including a presentation platform identifier associated with the presentation platform and a publication identifier associated with the publication.

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26. (Currently Amended) The system of claim 24, wherein the logic to generate the at least one a intermediate file ~~including the content item~~ further comprises logic to populate the content item into the at least one intermediate file.

27. (Currently Amended) The system of claim 25, wherein the publication distribution logic further comprises logic to obtain the content item from a content storage database in the server based upon the publication identifier in the publication request.

28. (New) The method of claim 1, wherein a plurality of content items are associated with the publication, and each of the content items comprises only an image or an amount of text that is platform generic with respect to each of the potential presentation platforms.

29. (New) The system of claim 10, wherein the means for associating the content item with the publication further comprises means for associating a plurality of content items with the publication, and each of the content items comprises only an image or an amount of text that is platform generic with respect to each of the potential presentation platforms.

30. (New) The system of claim 19, wherein the logic to associate the content item with the publication further comprises logic to associate a plurality of content items with the publication, and each of the content items comprises only an image or an amount of text that is platform generic with respect to each of the potential presentation platforms.